be transmitted through an addressable system. These provisions, when implemented, would benefit the consumer since he would pay only for those channels which he watches.

Outstanding dues of the advertising agencies in Kolkata Doordarshan and AIR

569. SHRIMATI CHANDRA KALA PANDEY:

SHRI PRASANTA CHATTERJEE:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of outstanding dues of the advertising agencies in Kolkata Doordarshan and AIR;

(b) the names of the ten topmost defaulters; and

(c) the amount outstanding against each of them?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) Prasar Bharati has informed that the amount outstanding against advertising agencies in respect of Kolkata Doordarshan Kendra and AIR station are Rs. 1360 lakhs and Rs. 11.81 lakhs (as on 31.1.2003) respectively. The list of top ten defaulters are as under:

AIR (as on 31.1.2003):

(Rupees in thousand)

S.No.	Name of Agency	Amount outstanding
1.	DAVP	630.17
2.	Delcom Advertising	61.50
3.	Redifussion DY &R(P) Ltd.	71.40
4.	Maa Communication Bozel Ltd.	69.87
5.	HTA	26.35
6.	Swarlipi	21.36
7.	Arohi Advertising	15.55
8.	Everest Advertising	13.96
9.	Madhyam Advertising	13.39
10.	Noisy Recording Centre	11.56

Doordarshan:

(Rupees in thousand)

S.No.	Name of Agency(M/s)	Amount outstanding
1.	Aarambh Advertising	728.86
2.	Channel Eight	155.20
3.	Sweet Sound	94.64
4.	Sweet Melody	85.32
5.	Spellbinder	69.02
6.	Sunrise Media	66.58
7.	Asian Ad Age	31.06
8.	Sarvideo	17.53
9.	A B Visuals	14.17
10.	Translink	11.22

Payment plan for recovery of outstandings

570. SHRI JIBON ROY:

SHRI PRASANTA CHATTERJEE:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the ten topmost private defaulters of advertising agencies from Doordarshan and AIR have agreed to give advance payment and committed to abide by an agreed payment plan;

(b) if so, the details of the agreed plan;

(c) whether the agreed plan would help to recover the outstanding payment; and

(d) the time-frame set for recovery of the outstanding dues?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (d) Information is being collected and will be laid on the Table of the House.

Permission to uplink for 24 hour news channel

571. SHRI MANOJ BHATTACHARYA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have received any application from TV